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How To Sell An *Overland*

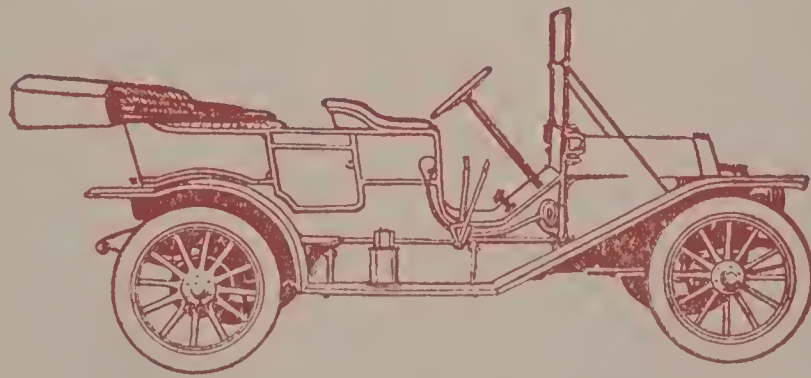




HOW TO SELL AN OVERLAND

*A Collection of Strong and
Effective Selling Points for
the Benefit of Dealers Sell-
ing Overland Automobiles
..... Used Successfully by
some of the Best Motor-Car
Salesmen in America*

Edited by A. I. DUTTON
Director of Publicity — The Willys-Overland Co.



PUBLISHED FOR OVERLAND
DEALERS ONLY BY

THE WILLYS-OVERLAND COMPANY
TOLEDO, OHIO

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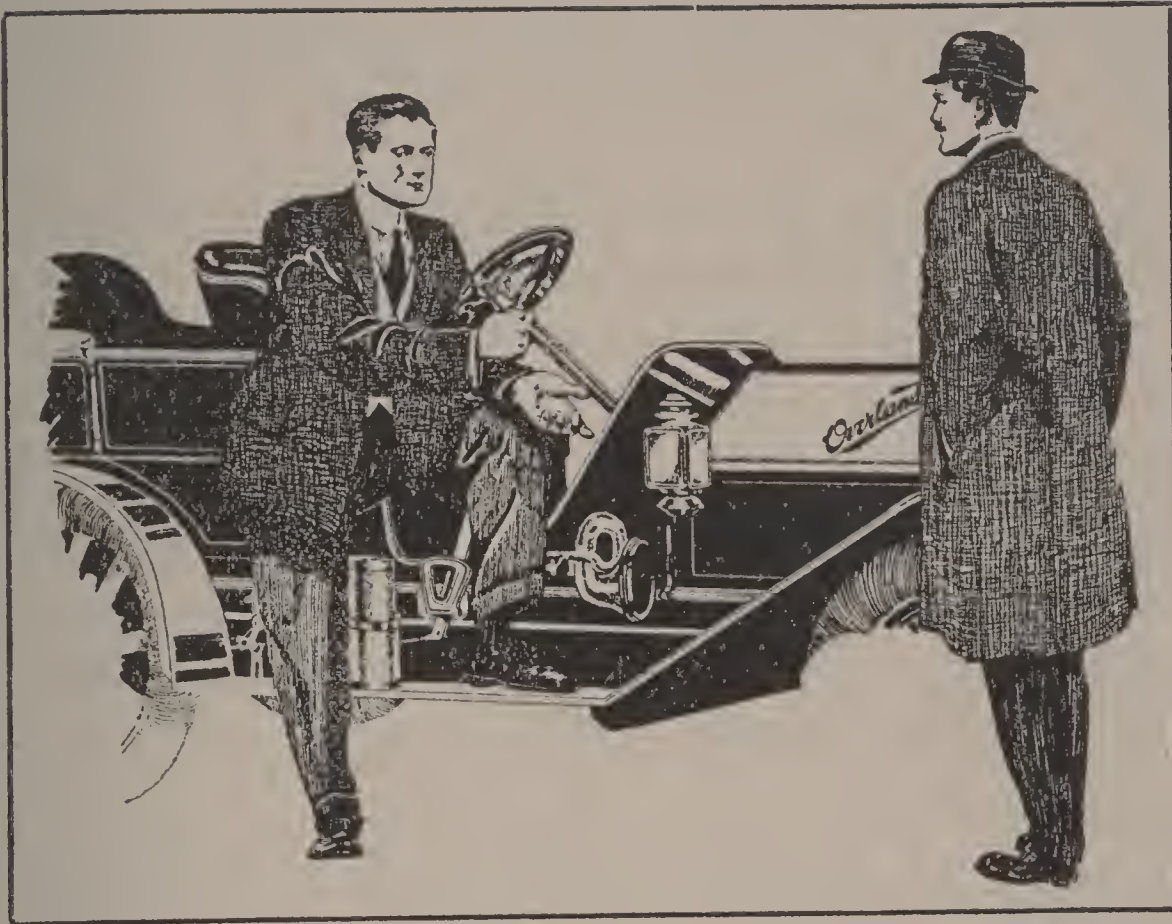
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Scientific Salesmanship



CHAPTER I.

The Importance of Scientific Salesmanship

Down in Dayton, Ohio, there has in the last few years been built up the most remarkable selling organization in the world.

The company behind it is known as the National Cash Register Company.

With a line of machines which could probably be equalled by other manufacturers, and with comparatively little advertising (as appropriations are reckoned nowadays), this concern has simply by

**Scientific
Sales-
manship**

HOW TO SELL AN OVERLAND

its wonderful sales organization put its product in the position of a monopoly.

The men who sell these machines are so thoroughly drilled and trained in the knowledge of their goods, and how to dispose of them, that it has been impossible for any competing manufacturer to obtain a real foothold in that field.

This company has demonstrated what scientific salesmanship can do.



Up to the present time automobiles have been *bought* rather than sold. That is to say, the demand has been so great that practically all a man had to do was to *show* a fairly good looking car, and it was readily disposed of, if not to one purchaser, then to another.

Today, with so many new manufacturers in the field, the proposition has gotten down to one of salesmanship, pure and simple.

Whereas in former years a man sold a car as he would a pair of shoes, today it requires a good, strong, logical talk, tact, intuition, and in short, abundant selling ability to market cars at retail in any large way.

Yesterday
Cars were
Bought —
Today
They
Must be
Sold

SCIENTIFIC SALESMANSHIP

The time has come when scientific salesmanship must be brought to bear on the automobile situation.



The purpose of this little book is to help our dealers sell Overland cars. We shall try to embody in it hints of real value to our dealers. Many of these points have been taken from the experience of some of the best automobile salesmen in the country. This book is indeed a collection of experiences, gleaned from hundreds of successful salesmen.

We cannot, of course, go so deeply into the matter at this time as does the Cash Register concern.

Some day, perhaps, we may be able to have schools of instruction as they do, to literally *teach* our men the most effective way of selling cars.

Here at least we will try to help you all we can. We realize that your success is ours; and ours yours.

Work earnestly with us in the development and study of the Overland's selling points. It means dollars in your pocket.

A Collec-
tion of
Expe-
riences

First, Know Your Goods

CHAPTER II.

First, Know Your Goods.

No man can make a success of selling anything unless he first knows his goods; and second, absolutely *believes* in them. It goes without saying that a man must know all about automobiles in general, and everything about his own automobile in particular, before he can intelligently impress the image of that product upon another person's mind.

You and I are thoroughly familiar with automobile construction, and it seems as if everybody ought to know, for instance, what a carburetor is for, how it works, what is the principle employed, and all about it.

Know
and
Believe in
Your
Goods

It is as familiar to us as the hot-water faucet in our bath rooms at home—but remember—thousands of people who are buying cars this year and next, are absolutely new to the game.



Many of them couldn't tell a carburetor from a crank shaft. *They* don't know why nickel steel

HOW TO SELL AN OVERLAND

is the thing to use in valve heads. It would look just the same to them if it were brass or wood.

Your prospects will ask of you all sorts of queer questions from their little disconnected automobile knowledge—you will have to answer a host of strange objections. You must be ready for them.

* * *

And so I say first of all that a man who sells cars must *know* cars, and most of all *his* car. He must realize what it *means* to have an offset crank shaft on his machine. He must be able to explain the advantage of cylinders cast singly; of the three-point suspension; of a straight line shaft drive; the unit power plant and transmission axle unit.

Know
How to
Clearly
Explain
Every
Detail

And he must be able to impress these points so strongly upon the purchaser's mind that he absolutely would not *buy* a car without these features.

* * *

Now and then, of course, you will find a buyer who knows something about automobiles, who will ask the most embarrassing questions.

FIRST, KNOW YOUR GOODS

If you know your story and can answer him intelligently and tactfully, you will frequently make the sale. Whereas, if you are confused, he will think you do not know your business, and go elsewhere.

This is simply human nature; you and I would do the same thing.



You have Overland cars in your garage. Study them; examine them. Find out the details of each part and what it is there for. You should know what every part is built of, and why.

You should be able to tell your prospect such an interesting story of the car, its materials, construction and design, that it will seem to him the most desirable thing on earth. You cannot do it unless you absolutely know the car.

The Most
Desirable
of all
Automobiles

Then again, you must be fully persuaded that this car of yours is the very best thing a man can buy with his money. Do not go at it half-heartedly. The car *is* good, the materials are *there*, the *construction* is there, and the *workmanship* is there.

HOW TO SELL AN OVERLAND

Furthermore, it embodies features of simplicity, reliability and ease of control that cannot be found in any other car in the world at any price.

Be
Enthusi-
astic

Believe in your goods! Man alive, you ought to be *crazy* about your goods! You must think them, talk them, *dream* them; day and night.



Sometimes a salesman will make a fairly good argument, interest his customer to some extent, and then perhaps will come up some little question of comparative detail, which the customer thinks should be made some other way.

He does not like this, or he thinks that ought to be of another type. Perhaps here is the whole sticking point, the whole axis upon which the sale turns.

Now, if you admit to that man that his other design would be better and more desirable, you are going to lose that sale just as sure as you live.

If, on the other hand, you agree with the man that his idea is a good one, but say that the part or design used in your car is much more desirable, and have good sound reasons to show him why, the chances are you will win him then and there.

FIRST, KNOW YOUR GOODS

I have known salesmen who were so very resourceful, who knew their story so well, and who believed in their goods so thoroughly, that it was impossible to raise an objection which they could not meet and simply overwhelm with a flood of irrefutable evidence which would sweep all before it. And you can bet they were the boys who copped the coin.

Be Able
to
Answer
any
Objection

* * *

The next thing is to know the *other fellow's* goods. Know them, but don't talk them. Particularly *don't knock* them. Nothing but a rebound ever came from a knock. Make no comparisons. Ask your prospect to make them for himself. But be informed. Keep posted.

If your prospect shows a liking for the "Jones" car, say—"Yes, that looks like a fair machine. Of course it does not have the desirable points of an Overland."

Then proceed to go into some of these strong points with a vim and earnestness that will make him forget there ever was such a car as the "Jones." You can do it.

Have Definite Prospects

CHAPTER III.

Have Definite Prospects

A good duck hunter does not go out in the marshes, and when he sees a flock of ducks overhead, shut both eyes and blaze away blindly at the mass.

If he knows his business, he picks out a big fat one, just about in the middle, waits until he gets him just where he wants and then lets go right and left.

This man has *aimed* at something and it is a hundred to one he will bring it down. If not, something close by is apt to drop, anyway.

Aim at
Some-
thing
Definite

The same way in selling an automobile. Don't sit in your garage and wait in the hopes that some one will turn up, and say—"Here is a thousand dollars—give me a Model 38."

They won't!

You've got to have a definite list of prospects who can *afford* to buy cars and *ought* to have them, and you're the boy that has got to get out and hustle, and finally *sell them* the cars, just the way a life insurance agent sells his policies.



HOW TO SELL AN OVERLAND

There are hundreds and thousands of men within a few miles of your garage who ought to own Overlands. The only question is how to sort them out from the rest and give your whole attention to them.



This company is spending several hundred thousand of dollars in the best sort of advertising. Every advertisement that we print contains a coupon, and these coupons are being returned to us with prospects' names at the rate of between five hundred and a thousand every day.

How the
Company
is Help-
ing You

These coupons come from all over the country, from Maine to California, and every one of them is sorted out, classified, the writer referred to the nearest agent, and the nearest agent notified that this particular person is interested.



Just how much he is interested, we cannot say. We don't know, neither do you; but it's up to you to find out. Cards representing these different inquirers will be sent you regularly.

You are expected to report on these cards, as

HAVE DEFINITE PROSPECTS

to whether the party seems a likely prospect, or was a mere curiosity seeker.

If the former, we will guarantee to keep him interested in the Overland for a long time. If the latter, you and we will both drop him, and give our attention to more promising fields.

But the thing to do is to sort out these sheep from the goats; to know where to direct our efforts; and to help you direct yours.

If it is worked right, this inquiry follow-up system will be one of the greatest aides to you that could possibly be devised. Make the most of it.

We will help you do it.



Then again, you must make up your mind to do a liberal amount of local advertising. Do it in the best newspapers, where it will be seen and get a hearing.

Advertise in the home papers that here in your own garage are the cars that are so wonderful; the cars that everybody is reading about.

**You Must
Do Your
Part**

HOW TO SELL AN OVERLAND

Here are the cars which are so popular that last year the entire product was oversold three times over.

Ask the people to come in and see them; to judge for themselves whether there *could* be anything better than these Overland models.

* * *

Put it right up to the people themselves. *They* are the final judges. The only way you can make people realize how good is this car, is to get them to try it themselves. *You* know what the car will do. Show them!

And the thing to do whenever a man comes into your garage and seems at all interested, is to get his name, and give us a chance to help you from this end. Let us send him a "Scout" and stir him up every now and then with Overland literature.

If you think the man is a good prospect, don't lose sight of him. You can't always sell him the first time you try. See him again another time, and don't drop him until you are absolutely *convinced* that the man either has not the money to buy, or could not be persuaded.

Get Your
Prospects
to Con-
vince
Them-
selves

HAVE DEFINITE PROSPECTS

Let us repeat again, do not lose track of these prospects. Have a definite list of them, and keep right after the list.

* * *

I suppose that every one of these inquiries costs us \$10 apiece. Remember that represents money we paid out of our pocket to buy those selling leads which we put into your hands, as people who are in the market for your cars. Do not let us lose that valuable matter.

Confidence Gets the Order

CHAPTER IV.

Confidence Gets the Order

There are thousands of fairly good salesmen who can describe their goods in nice fashion, put up a gentlemanly appearance, make a good impression on their prospect, make him think well of their proposition and even *almost* put in the order, but still they do not get the name "on the dotted line." *Why* is it?

I want to tell you, gentlemen, that the reason is, because the salesman does not *ask* for it; at least if he does ask for it, he does not do so as if he expected to *get* it.

Ask
For What
You
Want

These men, otherwise, are perhaps almost everything a salesman should be. All the curves and slants and pleasant mannerisms and all that, and yet when it comes to getting the order, they fall down.

And until they learn *not* to fall down on the final result they will never be real salesmen.

The other day I talked with one of our best selling agents.

HOW TO SELL AN OVERLAND

He told me that right in his own garage he had a young fellow who was almost brilliant as a descriptive talker; who could make his cars desirable from every point of view. He could, in a word, get everything but "the name on the dotted line."

This man said to me—"I don't see *yet* why that boy can't sell cars. I know he tries hard, works industriously and conscientiously, and yet he cannot *get the orders!* I have taken him with me time and time again after he had fallen down on a sale, and I have walked into the man's office, talked with him five minutes, and at the end of that time, gone away with the order in my pocket, along with his deposit check."

"And I want to tell you, Mr. Dutton," he added, "it was simply because I *asked* for it, and I asked for it as if I expected to *get it.*"

* * *

That's the way!

If your prospect says he likes the car, and thinks maybe he will put in his order a little later, say—"Well, why not put in the order right now, and I

Expect
Success
and You
Will Get
It

CONFIDENCE GETS THE ORDER

will have your car included with a shipment that is being made up for me from the factory.”

“These are the best riding days of the year. You cannot afford to be without the car this weather. Last year there was over 8000 disappointed buyers who could not get Overland cars simply because they held off their orders a little too long. Now let’s be sure of getting yours on time.”



At this stage of the proceedings I would hand him an order book with one hand and a fountain pen with the other, and say—“*just sign right here.*” Why—before the man knows it, the thing’s all over.

Get
Imme-
diate
Action

You’ve got his signature in your book, and he gives you his deposit as a matter of course.

You’ve sold the car.

Nine hundred and ninety-nine out of every thousand people simply want a leader, someone to *push* them—someone to show them what to do and help them do it. If you lead a man up to a

HOW TO SELL AN OVERLAND

“The
Little
Shove”

certain point, fill his mind full of belief in what you are selling, fire his imagination with a desire for it, give him a suggestion showing him how to do it, and then give *him a little shove*—it's all over.

But don't forget to give him that little shove.

After the Sale is Made

CHAPTER V.

After the Sale is Made

After the sale is made, it is important to make the next thing, and that is a *get-a-way*. Your successful salesman does not play any "Linger-longer-Lucy" game, once he has made his sale.

Not he. He has been there before.

He knows mighty well if he hangs around and talks to his customer about crops, baseball, and the price of cotton and steel, just as like as not that fellow is going to change his mind and say—"Maybe I was a little too hasty about that car business. I guess I won't take the car just now."

**Get
Away!**

Don't give him the chance! *Get away!*

Tell him you have an appointment to take out the mayor for a demonstration.

Tell him any old thing, but *get away*, and get his check deposited.

There is nothing underhanded, or on the order of the hold-up game about this. It's simply that

HOW TO SELL AN OVERLAND

you are combatting one of the worst frailties of the human mind—that is to say *indecision*. Why, don't you know that many people "change their minds" with the ease and frequency of a healthy chicken?

Overcom-
ing
Inde-
cision

You know how that is. You get out on a country road and there old Mrs. Hen squats in the middle of the highway, and waits until you are almost on top of her, and then runs back and forth in front of the wheels (quite unable to select between port or starboard), until finally she loses two or three feathers and at the last instant lets out a squawk and flies off to one side.

People are very much like that.

It takes some folks *forever* to make a decision, and forevermore to stick to it.

What you have got to do is to *help* them make their decision, and once it is made, don't give them a chance to make a different one.



When the new car comes to you, go ahead and deliver it to your customer, and be sure he thoroughly understands it before you turn him loose.

AFTER THE SALE IS MADE

To be sure it is probable nothing very serious would happen, unless he tried to climb a tree with it.

But it is best to be mighty sure he is capable of running it before he starts alone.



Above all things, impress upon his mind the necessity of *oiling* his car.

Tell him he need not do a single other thing except keep it full of gasoline and water. But if he doesn't oil it, the world will come to an end, so far as his automobile experience is concerned. Tell him that a car simply will not run without oil.

The
Import-
ance
of Oil

That he must take constant care in this respect, if he never has the body washed or does anything else to it.

You cannot put this too strongly. Practically the only trouble Overland owners ever had with their cars was due to failure to oil them.



Here is another point. Be as accommodating as you can to old customers.

HOW TO SELL AN OVERLAND

There are thousands of people ready to swear that any automobile dealer will forget him absolutely, once he has sold him a car; that once he gets the money, his interest ends.

“Our interest in an Overland Automobile does not end when the sale is made—it is just then begun”—is the way Sales Manager Barker expresses the attitude of the factory.

Now, if you will be the one “different” dealer in your town, you will sure be the boy who will get the business.

I want to tell you right here that the truest advertising phrase ever coined, is that little kicker which reads—“We are advertised by our loving friends.”

If you treat your old customers so well that they feel you are as glad to see them *after* you sold them the car and got their money as you were before, the first thing you know the belief will get around town that there is one agent who *takes care* of his customers, who is interested in them, who helps them keep out of trouble, who is the man to do business with, and you will find that

It Pays
to Be
Accom-
modating

AFTER THE SALE IS MADE

you and your Overland cars are what they are talking about.

You can't *buy* a reputation like that to save your life. If you could, it wouldn't be any good, but you can *earn* it, and it's worth a thousand times more than it costs.



Now we are going to give you here a few Overland selling points. Make the most of them. They are certainly worth something.

If you can think of better ones, why, use them by all means, but these are pretty good.

How to Go About It

CHAPTER VI.

How to Go About It

The first thing is to find out what type of car interests the prospect.

If he is a man of family, a touring model or a car with some combination of rear seats is of course necessary.

On the other hand if he simply wants a small runabout for himself and wife, an Overland 38 or 40 is just the car for him.

But the thing to do, once having found his requirements, is to center his attention on the one car which best suits them, and *keep* it there. Don't let his attention get diverted to other models. You can probably only sell him one car.

**Concen-
trate on
the One
He
Wants**

Don't waste your powder. Make your whole effort on the one car which would be of most service to *him*.



By this time you have probably had a chance to size up your man to some extent. Gauge your talk according to his knowledge.

HOW TO SELL AN OVERLAND

If he is a novice, talk simplicity, performance, reliability—show him what the car has done and will do—don't bewilder him with technicalities.

If he asks direct questions as to any part, its materials, construction and design, be sure to answer them fully, showing him that the very points he raises are some of the most desirable features of the Overland.

Maybe he has in his head the one idea that a crankshaft ought to be tremendously strong—perhaps some friend of his has had unfortunate experience with this part. You've got to convince him that the Overland crankshaft is the best that could possibly be built—otherwise you'll lose him.

* * *

Never compare your cars with any other except in a general way. Say—"some other machines, for instance, have only a 2" bearing here, where we use a 4" bearing with twice the strength"—never, "the 'Jones' car has only a 2" bearing here."

**Don't
Mention
Names**

If you ever so much as mention the name of another car, he'll surely think you're exaggerating and want to see the other car, anyway, before he buys.

* * *

HOW TO GO ABOUT IT

If your prospect is a man who knows cars, go at him hard with mechanical details.

Flatter his knowledge by saying—"Of course, anyone with your experience knows what it means to have an engine with cylinders cast singly, and offset; a five-bearing crankshaft; three point suspension; straight line shaft drive with all moving parts enclosed; a unit power-plant and transmission axle unit.

Naturally a novice wouldn't understand such points, but *you* will realize that only the highest priced cars have had *any* of these advantages heretofore, and yet this Overland now combines them all, and every other part of the car is of equally high grade."

To this man you can effectively talk materials and construction, describe the nickel steel valve-heads, drop-forged front axle, annular transmission bearings, heavy pressed-steel frame and other points of a similar nature.

Remember that the very details which would confuse a novice will actually *sell the car* to an expert.

**Talk
Simplicity and
Performance
to the
Novice—
Technicalities to
an Expert**

Talks to a Novice

CHAPTER VII.

Talks to a Novice

Here are a number of good selling points in condensed form.

Read them over and over. Thoroughly familiarize yourself with them. Get your mind *saturated* with the hundreds of good points about this wonderful car of ours. Believe them yourself and make the other fellow believe them. Choose from them those best suited to each individual case, and put them into your own words.



We are in business to *stay*.

We have over ten million dollars invested in plants and equipment and expect to be in this business for many years.

This industry is established on sure foundations, and there will always be a demand for a moderate priced automobile which is thoroughly good and dependable.

**A Real
Automobile with
a Real
Manufacturer
Behind It**

HOW TO SELL AN OVERLAND

Eventually it will be a case of the survival of the fittest. The weak concerns and those in business for a big, quick profit will not last, but a great company like the Overland, making an honest car at an honest price, will be among the few that survive.

It's worth a lot to a buyer to know that the makers of his car are in business to *stay*.

* * *

**A Car
Which is
Built—
Not As-
sembled**

All Overland cars are *built*, from the ground up.

A *built* car is always more valuable than an assembled car.

The various parts are designed for each other in our own draughting rooms; cast, forged or pressed in our own special departments; machined by automatic tools in our own machine shops; reamed, ground and tested in our own factories; and the perfect parts finally assembled in our own assembly rooms.

There is no chance for error, delays in supply or insufficient strength anywhere. Every piece and part is especially designed, tested and manufactured for its special duty.

TALKS TO A NOVICE

The Overland Company is one of the very few which manufactures completed cars from raw materials to the finished product. This not only insures a better automobile, but, manufacturing in tremendous quantity as we do, enables us to manufacture *economically* all along the line.

The buyer gets the benefit. Our \$1,500 car, for example, would cost at least \$3,000, if put on the market by ordinary methods.

Should you ever have an accident, you can immediately get at low expense a perfect-fitting new part from the Overland factory stock.

Did we buy instead of build these details, delays, high prices, and inefficient parts would surely result.

This has been the history of thousands who have had endless trouble with assembled cars. Profit by their example.

Never buy an assembled car. Buy a *real* car, one which is *built* throughout by its makers.

* * *

“What is the guarantee behind your car?”—is a question you will often hear.

**A Car
Guaran-
teed
for Life**

HOW TO SELL AN OVERLAND

Say—in answer—“*we guarantee this car for life.*” (The Overland Company will stand firmly behind you on this proposition.)

Say to your prospect—“Some makers give a guarantee for 30 days, or 60, or 90 days, but is this what you want?

“No! You are not buying an automobile for one month, or three; you expect to use the car for *years.*

**A Car
that Lasts
for Years**

“You are not investing your good money in a machine which its makers ‘believe’ will stand up for a few days, and after that say—‘well, it’s *your* car now—fix it yourself!’

“No—what you want is a *real car!* A car built so thoroughly, so carefully, so correctly in every detail that its makers say, as does the Overland Company—‘We have built your car to run, and keep running. We have put into it the best engineering skill, the best materials and the best construction which we know.

“The car is so good that with reasonable treatment it will last and give service for many years, until it is absolutely worn out.

TALKS TO A NOVICE

If it does not—if any single part breaks, fails, or proves inefficient through any fault of ours, *we will make it good*. There are no strings to this offer, and no time limit. These cars are *right!*

— — —

“Of course”—you tell your prospect—“we expect you to do your part.

“You must oil your car; you must keep it supplied with gasoline and water; you must keep it in the road. You must remember it is a piece of perfect mechanism, practically trouble-proof if you let it alone, and treat it fairly.

“And if you will do this, we, and the Overland Company, will *guarantee the car to you for life*.

“Where could you find another guarantee like this?”

* * *

“The Overland is the most economical car in the world to run.

“This is a frank, plain statement and means just what it says.

“In gasoline and oil consumption, in upkeep and repair items, an Overland will show the lowest possible cost of maintenance.

**Most
Econom-
ical Car
in the
World to
Run**

HOW TO SELL AN OVERLAND

“The purchase price of many cars is simply a beginning of the expense to the buyer.

“This is particularly true of assembled cars.

“The average assembled car costs more to run than it does to buy.

“On the other hand, a *built* car like the Overland, will run, and *keep* running, at minimum expense, for many years.

“Many Overland owners report running average of twenty miles per gallon of gasoline.

All
Overland
Owners
Report
Low Cost
of
Upkeep

“Last summer an Overland beat out nineteen cars (including most of the leading makes), in the Buffalo One-Gallon Contest, with a run of 26½ miles on a gallon of gasoline.

“A Toledo owner last fall made thirty-four miles on a gallon and a quart—with five passengers in the car.

“E. R. Stockwell, of Mechanicsburg, Ohio, mentions a run of 417 miles over hilly country roads, carrying five passengers and a heavy load of touring equipment, on 22½ gallons.

TALKS TO A NOVICE

“Dr. Tulley of Granite City, Ill., last fall toured for 5,166 miles in an Overland Roadster, carrying three persons, a camping outfit, provisions, and luggage—at an actual cost of three-fourths of a cent per mile.

“We could give thousands of other instances.

“A horse and buggy would cost from \$200 to \$250 per year in maintenance.

“You can run an Overland all season for from \$50 to \$100.

Talks to a Novice
(Continued)

CHAPTER VIII.

Talks To a Novice—(Continued)

Tell your prospect that, short of his own personal experience, the best way to find out about the Overland is to ask people who own them.

Tell him that you don't refer him to any special owner or to your personal friends; tell him, rather, to ask *any* man who owns an Overland—it matters not who he is, or where he is.

Tell him you have never yet *heard* of a dissatisfied Overland owner. That if there is one anywhere, you and the Overland Company want to know it, and find out the reason.

Tell him you could show him thousands of unsolicited testimonials, each telling, in its own different way, how satisfactory the car has proven; how it has *done everything* that could be asked of *any* car, regardless of price; how it has repeatedly excelled in performance cars costing two, three or even four times its figure; how, for simplicity, service and reliability it is absolutely unapproached.

**Thou-
sands of
Satisfied
Owners**

HOW TO SELL AN OVERLAND

Give a few prominent instances right in your own town—and tell him that these experiences are but samples of what we would hear wherever we went.

* * *

Tell him how the Overland Company has never been able to keep up with orders.

**The Car
that Sells
on Sight**

How every year there have been crowds of disappointed buyers who have not been able to get Overlands because their orders were too late.

How three years ago, four hundred Overland cars were built and orders received for two thousand.

How last year, four thousand were built, and orders placed for twelve thousand; and that this year twenty thousand are being built, and sixteen thousand of these were actually ordered *before the first new model appeared on the road.*

These are facts. You can't play them up too strongly. It's a wonderful record and simply caused by the fact that this car is so good it is known in the trade as "the car that sells on sight."

Why, every car that goes out on the road sells at least four others, simply on its record of results!

TALKS TO A NOVICE

Look at what happened last year—four thousand sold. *Sixteen thousand asked for, the following season*, on the record of this four thousand, before anybody knew what the company would build—before there was even a test car on the road!

Isn't this a wonderful record? There was never another like it.

There never was another car like the Overland.



The superintendent of our factories says that the Overland is "the most carefully tested car in the world." And he ought to know.

He has been in the bicycle and automobile manufacturing business, with five great concerns, for eighteen years.

He is a mechanical and executive genius.

He has occupied about every factory position from bench mechanic to where he is now in command of an army of five thousand men.

Up to last year he had always built high-priced cars; four and five thousand dollar cars.

And now he says from his personal knowledge

**The Most
Carefully
Tested
Car in the
World**

HOW TO SELL AN OVERLAND

—*and he means it*—that the present Overland is the most carefully tested of all automobiles.

— — —

There are 5,645 parts, for instance, in an Overland "Forty-Two."

Every individual part is tested again and again during the process of manufacture. Every group of parts is tested. Every assemblage is tested. Every semi-finished and every completed car is tested for hours, on the road, under the most strenuous conditions.

Thous-
ands of
Tests

If you should count each test, you would find that every Overland car receives over 12,650 separate tests and inspections.

See what this means! An absolutely perfect automobile. It means that each individual part has the strength, power and efficiency intended by the designer.

That each part is identical with every other similar part and therefore interchangeable.

That each part fully performs the special duty assigned to it and works in harmonious relation with every other part.

TALKS TO A NOVICE

That the car in its entirety is not only an assemblage of perfect factors, but is itself a perfect assemblage, guaranteed by repeated tests of the finished product.

Your safety will often depend on the integrity and staunchness of your car. Life and limb are in the care of the mechanics who built it and the experts who made *sure* that it was right.

Can you afford to take chances with an ordinary car?

Can you afford to buy one less carefully tested than an Overland?



Here is a strong argument.

“A car may be ever so good, but still an undesirable purchase if the company behind it will not stand back of its product and give its customers fair and liberal treatment.

“There is more to manufacturing than merely building and selling a product.

“Look at the Overland guarantee. The cars are built to make good. If they do not, the company will.

**Liberality
of the
Overland
Company
on
Repairs**

HOW TO SELL AN OVERLAND

“There are many cars whose makers deliberately plan to make about as much profit on their repair parts as they do on the original selling price.

“Should you buy their cars and need a spare part, you would have to pay an exorbitant price, or go without, for you could get it nowhere else.

“Compare this with the Overland policy. Should an Overland part break in service through any defect, the company will instantly make it good.

“Should you meet with an accident, the company will sell you any necessary parts at factory cost plus a fair manufacturing profit.

The factory does not question or quibble over who is responsible for a damaged part.

If there is even a *possibility* that there was a defect, the replacement will be immediately made without charge.

When you buy an Overland Car, you buy an interest in the Overland Company.”

* * *

“When you buy a car from us,” you tell your prospects, “you are dealing with the Overland

The
Company
Takes
Care of
Its
Cus-
tomers

TALKS TO A NOVICE

Company. It is the policy of the Overland to make every agent a part of the Company.

“We know exactly what we can do, and that the factory will do for us whatever it promises.

**You Are
Dealing
With the
Company**

“There is no favoritism in deliveries.

“We, in common with all Overland Dealers, have been allotted a certain proportion of the cars we asked for. They will be shipped at specified times.

“No one else can get these cars, nor can we get any cars that have been promised other dealers.

“We have our own territory and no other agent can sell Overlands there, nor can we sell Overlands anywhere else.

“You will get exactly the same fair, square treatment here as you would in every other Overland agency, wherever it might be, for every Overland agent is a part of the Overland Company, and bound to represent it by the same policy and methods of doing business.

“When you deal with us you are dealing with the branch of a ten million dollar concern, not with an irresponsible small business.”

Talks to a Novice
(Continued)

CHAPTER IX.

Talks To a Novice—(Continued)

Sometimes a prospect will say he likes your car, but he won't decide definitely until he has tried the "Jones" or the "Smith."

"Try the Others First"

Don't object to this if you see he is determined. And be very careful not to "knock" these cars at all.

Say—"Why, certainly, you will get a much better comparison that way.

"*Try the others first* and find out all about them—then, when you are all ready, come back here, and I will give you a demonstration in the best car of the lot.

"And after your experience with the others, you'll better understand why."

Don't worry. He'll come back.

But be courteous—very, *very* courteous. Be kind, be interested in getting your man exactly what he wants, above all be broad and liberal-minded. Show him you *welcome* comparison;

HOW TO SELL AN OVERLAND

Invite
Comparison—
Your Car
Will
Stand
the Test

that you positively *court* it. That you want him to be absolutely convinced of his choice before he places his order.

Don't worry. Your very courtesy and interest in his welfare will bring him back to you. And an honest comparison—made by him—will invariably decide him on an Overland.

Mr. Atwood of Toledo tells an amusing story of ten Catholic priests who recently came into his garage interested in Touring Cars.

He showed them one and talked it over, but when he finished they said they would not decide until they had seen the “———,” the “———,” and the “———” as well as several others.

He agreed that this was a good plan, invited them cordially to *try all the others first*, and then come back for the best car.

Three days later they called again, and after an hour's demonstration, Mr. Atwood had the pleasure of taking their orders for the entire ten.

Mr. Ackor of Newark tells of similar experiences, and so it goes.

Invite comparisons—but never make them yourself.

TALKS TO A NOVICE

*(In answer to arguments as to
so-called "fast cars.")*

"We do not build racing machines.

"Overland cars are intended for practical use in the hands of sensible people. Any Overland will travel between fifty and sixty miles an hour on a good road, if fast going is wanted. Even this is twice as fast as a careful owner will drive.

"If a seventy-five to ninety-mile-an-hour-car is wanted, you will have to buy elsewhere.

"We could get that speed in the usual way if there were any reason for it, simply by putting in higher gears, boring out the cylinders abnormally, drilling the frame to a dangerous lightness and employing drivers to risk their lives in useless effort.

"But there is neither sense nor profit in building racing cars.

"The common practice of building special racing cars of twice ordinary speed, and claiming their records for "stock" machines, is as dishonest as it is misleading.

**We Make
Records
in the
Hands of
Owners—
Not On a
Track**

HOW TO SELL AN OVERLAND

“Overland automobiles are sold on their merits; there is no pretense about them.

“Excessive high speed is *dangerous* in an automobile. It is the cause of more than nine-tenths of all accidents. You do not want to take chances—with the usual results.

“You want a car which is absolutely reliable under all conditions, which will invariably take you ‘there and back’—quickly and surely.

You can find no better car for this than the Overland. It will show all the speed you dare to use, have plenty more in reserve, and in a day’s run pass the so-called “fast” machines “hung up” all along the road.



Simplicity is one of the most desirable features in automobile construction.

Simplicity and Accessibility

It is a result all intelligent engineers strive for.

It means better construction, higher efficiency, greater strength, less liability to get out of order, greater ease of adjustment and repair, and it means economy.

TALKS TO A NOVICE

It means a car which will “keep going” with the least trouble and expense.

The Overland is the simplest *good* car in the world. No one who knows cars ever questions this statement.

Its designers have held two things foremost in mind.

They are *simplicity*—and *certainty*.

Every possible means has been employed to eliminate complexity.

Every mechanical function has been made automatic wherever practical. Everything has been made instantly accessible—“get-at-able.”

Where other cars use two or three delicate parts in out of the way places, the Overland employs one accessible part, of ingenious design, giving many times the strength.

**All
Useless
Parts
Elimi-
nated**

One Overland part does away with seven complicated pieces. Another takes the place of forty-seven. A third does the work of sixty-five.

And so throughout the car. Simplicity, accessibility, increased strength, big factors of safety and highest efficiency everywhere.

HOW TO SELL AN OVERLAND

The result is a car reliable as a clock. You wind the clock and you crank the car.

Anyone can drive it. Anyone can "keep it going." Anyone can take care of it.

The car needs nothing but gasoline, oil and water. There never was a car like it.

From the mere standpoint of simplicity alone, the Overland is the most desirable car in the world to own.

All Parts Easy of Access

Its accessibility is remarkable.

Everything is within quick reach for inspection or adjustment.

For instance, see how easy it is to clean the gasoline supply system. Instead of taking the car to pieces, you merely remove one large screw cap—big enough to put your arm in.

Poor gasoline can't stop your Overland. You can clean out the entrance to the supply pipe and be on your way in five minutes.

This is but one example among many. You will find these features only in an Overland.

The motor is so accessible that an owner can

TALKS TO A NOVICE

instantly get at all moving parts. You could make quick adjustments of the carburetor and breaker box—even when in evening clothes—without soiling clothes or hands.

You might never need to do this, but—as Designer Cameron observes—“you can’t get at the mechanism of most cars *in any clothes at all!*”



Overland cars are notably quiet in operation.

Engine, transmission and all moving parts are so designed that friction is reduced to a minimum, and there is no looseness or side play anywhere.

A Silent
Car

You cannot hear a sound from the engine on the road. When running idle beside a curb, you would ordinarily say the motor was stopped. The mechanism is so perfect that it runs with the smoothness of electricity.

The car will not rattle. Try it over a railroad crossing. Everything is tight and solid. All such parts as yoke ends, clevis pins, etc., fit accurately, and there is no chance for play in either direction. Another cause of the Overland’s quietness is the absence of radius rods and all other unnecessary

HOW TO SELL AN OVERLAND

parts. This is a part of the Overland's development toward simplicity.

Ideal automobile construction would be—if it were possible—to make the car all in one piece. The nearer designers approach that construction, the nearer they approach the ideal.

There are less parts in an Overland than in any other good four cylinder car in the world.

Talks To a Novice
(Continued)

CHAPTER X.

Talks To a Novice—(Continued)

“What will an Overland do?”

It would be easier to answer the question—
“What *won't* the car do?”

It will run from Toledo to New York, for example, through a blinding storm and in a sea of mud, over “impassable” roads, in thirty-five hours, and finish in better running order than it started. (Model 38—December 11th, 1909.)

It will *climb a 50% grade*. (Hourly exhibitions of the 38 at the Dallas State Fair—October, 1909.)

It will faithfully do its work, day after day and month after month, regardless of road and weather conditions, to the complete satisfaction of the most severe critics. (Four Overland Cars in Indianapolis, have carried the U. S. Government mails for a year and a half, without a single interruption to the service, and to the entire satisfaction of the Postal authorities. These four cars have replaced twelve horse-drawn wagons.)

**What the
Car
Will Do**

HOW TO SELL AN OVERLAND

It will run for many thousands of miles without so much as an adjustment of the bearings. (A. A. Atwood of Toledo has a 1909 Overland that did 15,000 miles and another 12,000, each without a single adjustment.)

It will show a speed of between 50 and 60 miles per hour, depending on model. (Regular factory speed tests.)

Efficient
from
Every
Stand-
point

It will consume less gasoline than any other car of equal power in the world. (Record of 28 1/5 miles on one gallon.)

It will equal or better the all-round performance of any car which can be named. (Testimony of more than five thousand Overland owners.)

It will prove the most desirable automobile investment your money can find. (Ask *any* Overland owner.)

* * *

Yes! This car will “do.” It will do anything you could ask of *any* car, regardless of price. Forget price! Buy on *performance*! Buy an Overland!

TALKS TO A NOVICE

Impress your prospect with the fact that in view of the tremendous demand for Overlands, the only sure way to get a car is to order early.

Point to the fact that for three years thousands of wouldbe Overland buyers have not been able to get cars because they held off their decision too long. That it has never been any question of our *selling* cars—that the question was—who would be lucky enough to *get* Overlands.

That President Willys, of the Willys-Overland Company—than whom there is no better posted expert in the industry—predicts this year will see the greatest car shortage ever known in the industry, with every Overland sold by Spring. Let your prospect understand that you can get only so many cars—no more; that it is *hard* for anyone *to buy an Overland*.

It is a fact that our entire season's production has been sold to dealers like yourself and that even now—in midwinter—the factory is way behind on orders.

Up to this season, as you know, the car was never advertised. It simply sold itself.

Order
Now,
We Can-
not
Guaran-
tee
Deliveries
Later On

HOW TO SELL AN OVERLAND

Factory facilities were multiplied five-fold, the car improved, and arrangements made for a record-breaking output of twenty thousand cars. And then we began to advertise—not so much to sell this season's cars—for they were practically sold—as to make known and popularize the Overland for succeeding seasons.

In answer to the first two months publicity, a perfect flood of inquiries has been daily pouring in. Thousands of new prospects have been interested, and the result has been that by March first the factory had sold and actually shipped more cars than in all last year. The situation will be more and more strenuous when the season opens.

All this means that the advertising is *moving* the cars—quickly and surely. An Overland is going to be harder to buy this season than ever before. Tell your prospects to order now—it is the only sure way to get a car when they want it.

* * *

**Arousing
Personal
Desire**

A good strong talk along these lines ought to convince your prospect that the Overland is a mighty good car.

TALKS TO A NOVICE

Your man is now, perhaps, half sold.

Now make him want the car for *himself*.

Tell him how useful a good car would be to him. How he could use it in his business, what a world of good it would do him and his whole family merely as a pleasure proposition. How even his wife or children can safely drive it anywhere.

How inexpensive it is—actually cheaper to maintain than a horse and buggy—and ten times as efficient. How he can run an Overland all season for from \$50 to \$100.

**Useful,
Inexpensive,
Desirable**

How all his friends and neighbors are getting cars and enjoying an outdoor life. How the mere ability to get outdoors with his family in the fresh air, and enjoy its benefits, will save him money in doctor's bills and add years to his life.

This is the most desirable and popular means of amusement nowadays.

Here is the first really high grade car at a price anyone can afford.

Everybody else is buying an Overland—Why not he?



HOW TO SELL AN OVERLAND

The Demon- stration on the Road.

Get your man *into* the car at the first propitious moment. Show him how comfortable it is.

Explain how easily it operates. Show him how a mere push of one foot engages "low" speed or reverse, and the other pedal engages "high."

If a sliding gear model, let him push out the clutch for himself. Explain that this is the easiest working clutch in existence, though it can never slip. Most clutches work so hard that it's a penance to use them—they're so stiff that real strength is required to disengage them, while even a woman can easily operate the Overland.

There's a psychological advantage in getting the man *behind the wheel*—probably it's a new sensation for him—he feels as if he was an owner—he imagines himself master of all he surveys—he *wants to be* an owner—he *wants your car!*

Get him thoroughly enthused on the subject before you start away. Then let him see how smoothly and quietly it rides, and what a world of power it has at command.

After awhile, when you're going slowly on a nice, smooth stretch of road, with nothing in the way, get him in the driver's seat again and let him

TALKS TO A NOVICE

steer. Just tell him to keep in the middle of the road—but watch out ahead and be ready to give him a helping hand if necessary.

Take the wheel again yourself before he tires of the new sensation.

Show him a little speed—not too much, he may be nervous. Show him a good stiff hill and go up it smartly. Go through a little sand for his benefit.

Judg-
ment in
Demon-
strating

Take him anywhere—in reason—that he wants to go.

Finally, don't make the ride too long; stop while he still wants more—don't wait until he gets tired—stop just before.

Then is the time, while he's still enthused, to get his name on the dotted line. Go at him *hard*, with a will, using judgment of course, but taking it for granted he wants the car.

Don't doubt it in your own mind. Have perfect confidence that *of course* he wants the car and is going to give you the order.

The "name on the dotted line" is merely a formal detail that will follow as a matter of course.

HOW TO SELL AN OVERLAND

Don't fail to get it; *then and there* if possible.

Later, if he absolutely will not sign up there.

* * *

W. F. Ackor, President of the Essex County Overland Company, with headquarters at Newark, N. J., recently sent us an interesting comment on the results of a competitor's "knock."

Again We
Say
"Don't
Knock"—
The
Reason
Why

He says—"Another thing that has been a great help to us is the jealousy of our '————' friends, located just across the street. Recognizing the superiority of the Overland proposition over theirs in every respect, the manager loses no opportunity of getting in a spiteful rap on every occasion.

"In fact, his first thought seems to be, whenever he talks to a new prospect, to point out the defects of the Overland, and the result is he actually talks more about the Overland than he does about his own car.

"Many of these people are entirely unacquainted with our car, but the '————' manager invariably succeeds in arousing their curiosity. Many get thoroughly interested and look into our proposition at once.

TALKS TO A NOVICE

“Time after time his prospects have come straight across the street, looked over our cars, and given us their order. The best thing of all is that there have even been a good number of cases where customers booked by him have actually forfeited their deposits and ordered Overlands. Rather than have this competitor abandon his ‘knocking’ tactics, we would gladly put him *on our pay-roll*.”

“The effect of his method has made such an impression on our own boys that you could not get them to mention the name of another car on a bet. They apparently don’t know that there’s any other car but the Overland in existence.

“We are doing ‘a land-office business’ this year. — — — Is there any possibility of your increasing our factory allotment?”

* * *

Practically all your prospects have seen the Overland advertising. They read the wonderful story in almost every publication they pick up. They are familiar with the proposition. They know we are making a point of the tremendous demand for Overlands, brought about by the sheer

Follow
the
Overland
Adver-
tising

HOW TO SELL AN OVERLAND

value of the cars themselves and their performance in the hands of owners. They reflect instinctively—for they cannot help it—that there really must be something remarkable—something very desirable for *them* in this Overland car.

The field has already been prepared for you. Sow and cultivate it along the same lines. Make your prospect realize the absolute *truth* of the claims we are publicly making and their application to *him*, and, half convinced as he already is, it will bring you a harvest of sales.

The Plan of Cam- paign

Our publicity campaign has been very carefully thought out and arranged. We have planned it as scientifically and with the experience that an expert plans a game of chess. We have brought tremendous forces to bear on the public's weakest point, using exactly the tactics of a skillful general in the field. We are emphasizing startling facts about the Overland which cannot be even claimed for any other car on earth. *And this is the line that will win*—we made very sure of that before the campaign was begun.

Reinforce it by your own personal talks with your prospects. Talk along the same lines. Ad-

TALKS TO A NOVICE

vertise along the same lines. Make your prospects all realize that the Overland is the right car for them because thousands of other people, with needs just like theirs, have bought it, and having bought it, say it is above all others the most desirable of automobiles. Because every man who has bought an Overland says to his neighbor, from his experience—"Buy a car like mine, if you want real satisfaction."

Thousands have said just that—are saying it every day. *That* is why the Overland factories have multiplied to an extent unheard of in the automobile industry. *That* is why the output has never caught up with the demand. Why four thousand people asked for the four hundred 1908 Overlands; why twelve thousand asked for the four thousand in 1909; why sixteen thousand people said—"we want Overlands in 1910" before they had any idea of what types or quantity the Company would produce.

The
Reason of
the
Overland
Success

"A Wonderful Story?" *Of course* it is wonderful! And the only one possible explanation is that the car as a car is exactly what the majority want.

HOW TO SELL AN OVERLAND

That's the point, gentlemen. Play it—play it *strong!* What one man wants, another wants. What sixteen thousand want, will be demanded by sixty thousand, once the facts are known. Success breeds success. Everybody follows the crowd; first with curiosity, then with interest, then with anxiety lest they be too late.

And so it is not the offset crankshaft, nor the splendid engine, nor even the simplicity of the car that in the end makes your prospects say—"I want an Overland." No—excellent though these features are, it is more than any of these. It is the great record of results, the unlimited guarantee, the piling on of evidence, the army of people who say to each other—"The *whole car* is good. You'll do well to buy an Overland."

Every
Owner an
Overland
Salesman

See how this wonderful success has been put to the front in the Overland advertising. We might have made prominent a score of good individual features. We might have gone into details of materials and construction. We might have torn the car to pieces in our public announcements—and yet, after we were all through, we could have said little which could not be said of many other cars.

TALKS TO A NOVICE

Instead, we are simply telling the facts of the Overland's wonderful popularity. We are showing how every Overland sells four others like it. We are making people want the car because everybody else wants it. We are relying on the unfailing axiom that "*everybody follows the crowd.*"

Work along the same general lines among your prospects, and you will find the results much greater than if you tried independent tactics.



"It is no longer necessary to tie up a large sum in the purchase of an automobile. You will get exactly the same service and satisfaction with an Overland at \$1,000 to \$1,500 as with any car costing \$4,000 to \$5,000. The difference only pays for a name. You can't ride the name. It will carry you no faster, no farther, no more reliably. Any Overland owner will tell you so.

**Don't Tie
Up Large
Sum in
the Purchase of a
Car**

"The depreciation in an expensive car is a tremendous item. It amounts to more than fifty per cent the first year. If you should buy a \$4,000 car today and use it even three months you could not possibly sell it for more than \$2,500. In fact you

HOW TO SELL AN OVERLAND

would find it exceedingly difficult to dispose of at that price. There is little or no market for a second-hand high-priced car. *The value was not there in the first place.* The moment it left the salesroom, it left its inflated figure behind, and immediately found its true level of value. Rather than buy a second-hand high-priced car, almost anyone will choose a good medium-priced new machine. Looking at it any way you will, there is no possibility of getting your money's worth out of a high-priced car, either in cash or service.

“On the other hand, an Overland always has a market. You can always dispose of it at a figure close to its actual value. Because, the car was *worth its price* in the beginning. Not only that, it was *big value*—bigger value than can be had anywhere else. It was the lowest-priced *good car* in the world, and people know it. You can always find people who want your Overland and will take it off your hands at a good figure, because there will always be people who cannot afford a new car but will jump at the chance to save a little money when they know they're getting value. This is being demonstrated every day. Ask anyone who knows.

Real
Value
in the
Overland

TALKS TO A NOVICE

“If you wanted to sell a \$1,500 Overland, for instance, after using it a year, you could get about as much for it as for another \$2,500 car used the same length of time. After two years’ use, it would bring as much as a two year old \$4,000 car. It only takes a comparatively short time to bring cars down to their intrinsic value.

“These are the facts. Any disinterested person who knows will tell you so. Think them over. Buy a car whose price stands for real value—whose value lasts.”



“If you are familiar with the manufacturing of machinery, you know that plenty of time is required for each operation. If a force of mechanics can earn more money by rushing their work, they will certainly rush it, to the detriment of their product. This is exactly what happens in automobile factories using the ‘piece-work system.’ The more work a mechanic can turn out, the more money he makes. The only check to be had on this method is the system of inspection. Now, there is no system, or force of inspectors in the world, capable of coping with a situation like this.

**Overland
Cars are
Built
Right—
No
“Piece-
Work”**

HOW TO SELL AN OVERLAND

The 'piece-work system' simply means a poorly built automobile. You cannot get anything else out of it.

"A number of large automobile companies are using these methods. You can imagine what they mean. Hurried, slip-shod work—'*anything to get it by the inspector.*' You can imagine just what sort of car the result will be—just how likely it is to give way, at some critical time, under the tremendous strains of road use. A 'piece-work' car is a mighty poor proposition in which to trust your life on the road.

**"Quality
First"**

"Go through the Overland factories and you will see the reverse of these methods. Everywhere you will see signs of thoroughness. In every shop, you will see, prominently displayed before the workmen's eyes, the factory motto "*Quality First.*" Every mechanic is paid for his *time*—not for the amount of his output. He makes the same wages whether he turns out in a day one part, or ten. But, if his one part is not *right*, he cannot stay in the Overland factories.

TALKS TO A NOVICE

“The same men build these Overland cars as formerly built one of the finest four thousand dollar automobiles. Their habits of work are such that they *don't know how* to do careless work. Their experience and training has all been the other way. They have always been made to do things *right*—regardless of time. The Overland mechanics are considered the finest body of picked men in the land. The Overland car could only be built by men like these.”

Detailed Information for the Expert

CHAPTER XI.

Detailed Information for the Expert—

The following will furnish information to those who wish specific details as to the construction of Overland Cars.



All Overland Frames are of cold-rolled steel pressed into U-Sections in our own steel shops.

Frames

We use the same grade, character, and gauge of steel as is used in the best known four and five thousand dollar cars. This is true even of our lowest priced models.

There are few if any other manufacturers of medium priced cars using drop frames of the type we do. Most of them use straight frames, which are less expensive, although the drop frames get the car nearer the ground, making it safer and holding it steadier in the road.

All joints are hot riveted and all corners heavily reinforced and braced by strong gusset plates. Overland frames are built to stand tremendous stresses. There is not a single weak point in their construction.

HOW TO SELL AN OVERLAND

Staunch bracing cross members are securely riveted into place wherever advantageous and the whole frame construction is firm, solid and enormously strong.

Our frames are not light or flimsy like those in many low priced cars. We put sufficient weight and material into every frame so that it will never twist or buckle, but will stand up and stay in line under all conditions.

* * *

The main cross member, located just to the rear of the fly-wheel, is an example of the simplicity and strength employed throughout the entire car.

This piece is so designed that it takes the place of the sixty-five parts ordinarily used here.

* * *

Springs

These are all made of a high grade of high carbon special spring steel of the semi-elliptic, three-quarter elliptic and full elliptic types, depending on model. A sufficient number of leaves has been provided to insure strength and an unusually large factor of safety.

DETAILED INFORMATION

At the same time these springs are so correctly designed and calculated that they give an exceedingly easy riding car.

A broken spring is an almost unheard of accident with the Overland.

Overland springs are especially designed for each car and are built by the best automobile spring-maker in the business.



The front axle is a single drop forging from one piece of 40-carbon steel, specially heat treated. The spring perches or seats are drop forged integrally with the axle instead of being riveted or brazed into position.

Front
Axle

This integral system is of course far more desirable and stronger than any other method.

The front axle is of the well known I-beam section, which engineers have found the strongest possible construction.

The front wheels run on ball-bearings of liberal size.

There are only two other manufacturers in America who drop-forged their own front axles in one piece.

HOW TO SELL AN OVERLAND

The rear axle is the semi-floating type of the latest design.

Rear Axle

Four sets of Hyatt roller bearings are employed.

Adjustable end-thrust ball-bearings are used on either side of the differential.

Our rear system assembly is of the unit type, exceedingly strong and rigid.

Detailed Information for the Expert

(Continued)

CHAPTER XII.

Detailed Information for the Expert— (Continued)

One of the greatest reasons for the success of Overland cars, has been due to their motor—considered the most perfect automobile power plant ever designed. **Motor**

It is quick and responsive in action and exceedingly powerful. It will carry a tremendous load without stalling. It is exceptionally reliable and notably economical in fuel.

All Overland motors are of the four-cylinder, four-cycle type and possess the following advantages:

- A—Cylinders Cast Singly.
- B—Cylinders Off-set.
- C—Three-point Suspension.
- D—Five-bearing Crank Shaft.
- E—Large Valves.
- F—A Thoroughly *Balanced* Engine.

HOW TO SELL AN OVERLAND

A—Cylinders Cast Singly

The advantages of single cylinder castings are at once evident to anyone who studies motor construction.

They insure better and more uniform cooling, equal heat expansion and consequently cylinders which will stay true and exactly round.

This of course results in better compression and power and the continuance of these conditions.

Another advantage is that by use of single cylinder castings, the motor can be made sufficiently long to permit the use of a five-bearing crankshaft, a tremendously valuable feature explained later on.

Overland engine cylinders are cast from the best quality close-grained gray iron and carefully ground to five ten-thousandths of an inch.

Our cylinder castings are considered the best obtainable in the country.

The pistons fit perfectly, being carefully ground to size and snap-gauged, as are also the piston rings. These latter are carefully ground to size on three sides. Automatically ground cylinders are far superior to bored, as grinding insures absolute

DETAILED INFORMATION

uniformity, with absence of "high spots" and weak places in the cylinder walls. Any honest engineer will verify this statement, although the grinding process is about twice as expensive as boring. The piston bore and rings are ground and polished to a mirror-like surface before the engine is assembled. The result is that Overland engines run smoothly and powerfully, and with but little friction even on their first belt test.

The pistons are carefully ground to size, examined and tested by micrometer and are all tested by snap-gauges to one one-thousandth of an inch.

Do you realize what this means? One one-thousandth of an inch would be about half the thickness of a human hair.

Parts not exactly meeting these minute requirements are invariably scrapped.

* * *

The great advantage of off-set cylinders is that they prevent side thrust on the cylinder walls, also undue strain on the main bearings. This in turn insures a permanently gas tight piston giving maximum power and prevents vibration and strain with consequent crystallization of the crankshaft.

**B—Cylinders
Offset**

HOW TO SELL AN OVERLAND

The majority of automobile engines will “knock” if the spark is advanced before the engine acquires momentum. Some of the best known engines in the world will practically “knock their heads off” under these conditions.

It is almost impossible to make an Overland engine “knock”, no matter how suddenly the spark is advanced. It is of course understood that “knocking” is caused by a sudden strain on the crankshaft bearings.

By our design and construction, Overland motors can be run with a “high spark” and low fuel supply, thus insuring greatest economy of fuel.

C—Three- Point Suspension



The advantage of the three-point suspension is evident, too, by comparison with a three-legged stool in which all supporting points are in the same plane regardless of inequalities on the floor.

A four-legged stool, on the other hand, cannot be supported at all points unless the floor is absolutely true.

The three-point suspension in motor construction has this same advantage of all supporting points

DETAILED INFORMATION

being in the same plane regardless of road inequalities. This of course keeps the motor from twisting, prevents the bearings from getting out of line and insures an absolutely permanent relation between the motor and the frame regardless of twisting strains.

This arrangement relieves bearings and cranks from the perpetual strain which would ordinarily be brought upon them in driving over rough roads.

* * *

The five-bearing crank shaft used on all Overland motors is a very important feature. Its principal advantage is that it provides a support on each side of each connecting rod as it gives its power stroke.

D—Five-Bearing Crank-shaft

It is readily seen that this system insures the greatest possible rigidity and keeps the crankshaft in perfect line on its bearings.

A good illustration can be had from an arch bridge. In this case the greater the number of piers the stronger and more rigid will be the bridge.

Should a supporting bearing be only on one side of the connecting rod, the result would eventually

HOW TO SELL AN OVERLAND

be disalignment of the crankshaft, vibration and consequent crystallization.

We have seen this illustrated in two and three-bearing crankshafts whose vibrations in time literally ate away the steel, making it brittle as glass, eventually leaving only a core of live steel the thickness of a lead pencil. Finally this gave way under the strain.

Many Overland crankshafts have been run in the car from ten to fifteen thousand miles without a single adjustment of the bearings.

**A
Perfect
Crank-
shaft**

This five-bearing crankshaft is a very valuable feature and cannot be emphasized too strongly. The Overland is the only car of its class which provides a five-bearing crankshaft.

Another valuable feature in this connection, is the use of extra long and heavy bearings in connection with a shaft of ample strength.

The crankshaft on our larger cars for example, is $1\frac{5}{8}$ " in diameter and on the model 38 $1\frac{1}{2}$ " in diameter.

The rear bearings (next to the fly-wheel) are respectively $4\frac{3}{4}$ " and $3\frac{3}{4}$ " in length. Many

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competing cars use only a 2" bearing here with the result of far less strength and rigidity.

These engine bearings are of specially high grade die-cast babbitt metal which has been found the best possible bearing surface here.

Being die-cast, the bearings are absolutely interchangeable, are of recognized standard types and absolutely the best for their respective purposes.

This is a far better system to that employing ball-bearings, as of course with ball-bearings there is only one point on a single ball in bearing at any one time. The result is that the strain and shock here will eventually cause the breakage of the balls and races.

Several of the highest priced cars have attempted to use ball-bearing crankshafts but have this year discarded them and adopted the babbitt metal type.

After being assembled, these bearings are "run in" under their own engine power for from 24 to 48 hours until they are in perfect condition, and later the cars receive two long and severe road tests at the hands of expert testers.

Best
Type of
Engine
Bearings

HOW TO SELL AN OVERLAND

E—Large Valves

We use exceptionally large valves throughout our motors.

The especial advantage of this is that a full charge of gas is drawn into the cylinders at each suction stroke, giving greatest power. What is even more important is that by having a large exhaust valve, the scavenging or blowing out of the burned gas is completely accomplished at each exhaust stroke.

Our valves are all alike and interchangeable, being ground by automatic machinery which can not vary to one one-thousandth of an inch. Valve-heads are of $3\frac{1}{2}$ nickel steel—the best material known for the purpose. All valve-heads are electrically welded to a carbon steel stem, which gives the best possible combination.

Nickel steel has been found to withstand the action of the hot exhaust gases better than anything else. Push rods are of high carbon steel hardened and ground.

The lower end of each valve stem is received in the push rod by a fibre buffer which contributes largely to the silencing of the valve action.

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Overland motors are remarkable for their quietness and smooth running.

This is one of the best possible evidences of perfect construction. It is largely caused by the system of balancing which we use.

Every piston, for example, is exactly of the same weight, both ends of the connecting rods being balanced.

The fly-wheel is balanced, and after it is tested on the block, each engine receives a running balance test with a special machine designed for the purpose.

Before these engines are finally assembled in the cars they are so perfectly balanced that a lead pencil will stand on end on any cylinder while the engine is running at full speed.



These are used principally for their lightness, and while more expensive than other types, enable us to use a webbed construction insuring great strength.

**A Thoroughly
Balanced
Engine**

**Aluminum
Crank
Casings**

We produce all our own aluminum castings in

HOW TO SELL AN OVERLAND

our own aluminum foundry which is said to be the largest in the country.

Over 9,000 pounds of aluminum alloy passes through this foundry every working day.

* * *

**Simplic-
ity and
Accessi-
bility**

The Overland Motor is the acme of simplicity and accessibility. It has been refined and brought down to a point where all useless mechanism and adjustments have been eliminated.

There is nothing to get out of order and the motor is entirely automatic in all its functions.

Detailed Information for the Expert (Continued)

CHAPTER XIII.

Detailed Information for the Expert— (Continued)

We employ a vertical flat tube type of radiator in all our models.

**Radiation
and
Cooling**

The great advantage of this construction is that the shape of the tubes allows for expansion due to varying degrees of heat and cold.

A circular tube, for example, has by its form no further limit of expansion, whereas a flat tube of the shape we employ can be expanded to the shape of a circle.

The advantage here is that the radiator is much less apt to suffer from breakage.

For example, several of our cars here at the factory were recently left out all night in winter weather. While the water froze in the radiator it did not cause a break or leakage as the pipes expanded sufficiently to prevent it.

Cellular corrugations between the tubes give a combination vertical and cellular flat tube effect with the advantage of both constructions.

HOW TO SELL AN OVERLAND

The radiator is hung on two swivelled artillery trunnions which allow a slight swinging motion and relieve it from all strain caused by rough roads, and consequent leakage.

The entire radiator can be quickly dismantled by the removal of four cap screws and the construction is such that in case of accident only a small portion need be removed to effect a repair.

We use a large radiator with pipes of liberal diameter, giving unusual efficiency.

The water pipes to and from the cylinders are also of large size and as straight as possible. The absence of abrupt angles permits the water a free and uninterrupted flow from the radiator to the water jackets and return.

Especial care is taken that the water jackets are free from imperfections and core sand which would tend to cause pockets and interfere with the free flow of water.

* * *

Thermo-
Syphon
Cooling

We use the thermo-syphon system of cooling.

This is a distinct advantage since it entirely does away with the water pump, which is almost

DETAILED INFORMATION

invariably a source of trouble, from a leaking or inefficient mechanism.

The thermo-syphon system of cooling is undoubtedly the best possible engineering proposition, provided the radiator and water tubes are sufficiently large. This point has been very thoroughly taken care of in the Overland construction.

The provision for cooling in Overland Motors is so efficient and automatic that it is positive at all times and requires no attention beyond an occasional filling of the tank with clean rain water.

Our cooling system is so efficient that a supplementary air fan is almost unnecessary and the cylinders will be sufficiently cooled even if the fan is entirely disconnected. This has in fact been done by way of experiment here at the factory with entirely satisfactory results.

**A System
of
Highest
Efficiency**

Some cars, as you know, are so subject to trouble in this connection that mere slipping of the fan belt will cause overheating of the engine cylinders. An Overland engine will never overheat.

Detailed Information for the Expert

(Continued)

CHAPTER XIV.

Detailed Information for the Expert— (Continued)

We use two different systems of lubrication on our cars—a force feed mechanical oiler on the 38 and the constant level splash system in the 40, 41 and 42.

Both these systems are mechanically correct and efficient under all conditions and need no further attention beyond seeing that a constant supply of oil is maintained.

Lubrica-
tion

In Model 38, lubrication is by force feed mechanical oiler, actuated by an eccentric from the cam shaft. Positive drive is thus secured, and the danger of a slipping or broken belt is removed.

Plungers operate in plain view and distribute the oil by individual leads to separate sections of the crank case, in which a fixed level of oil is constantly maintained. The oiler in Model 38 has a capacity of one gallon, and is provided with glass sight-feed.

In Models 40, 41 and 42, the self-contained crank case reservoir has a capacity of six quarts.

HOW TO SELL AN OVERLAND

The constant level splash system is employed in these three models, that is, the oil is kept at a constant level in the oil base, and fed by a gear pump which draws the oil from the reservoir through a strainer. It then overflows and returns to the reservoir.



Carbu- retor

We use the well-known Schebler Carburetor on all Overland cars, the model E on the 38 and L on the three larger cars.

These carburetors are too well known to need detailed description and it is sufficient to say that they are recognized as the best carburetors which money can buy.

Their adjustment is simple and positive and they are especially advantageous in quick vaporization with consequent easy starting, economy and the greatest percentage of power which can be secured with a given amount of gasoline.

This is the same carburetor with which racing cars like the Marmon and National are constantly breaking world's records.

DETAILED INFORMATION

Ignition is by dual system, high tension magneto and battery being employed through a single set of plugs. The battery is intended for use in starting but the magneto we furnish is so effective at low speeds that one can readily spin the motor and start on the magneto if desired.

Ignition

The Remy magneto which we furnish offers, we believe, the best system of ignition on the market, there being no moving parts in contact.

This magneto entirely solves the problem of ignition. It is positive and automatic in action and can be absolutely relied upon at all times.



The Overland design of transmission and rear system is absolutely unequalled for strength, efficiency and service. The driving shaft, which is of special heat treated steel, turns in a torsion tube ending in a yoke which swings from the main cross member upon two swivelled bearings.

**Rear
System**

This allows the torsion tube to twist both vertically and laterally with consequent absence of disalignment and binding of the bearings, no matter how rough the road conditions.

HOW TO SELL AN OVERLAND

The torsion tube also turns in the yoke and the yoke swings free on its bearings.

Trans-
mission
Ideally
Located

The entire rear system is firmly stayed by hound-rods which hold the rear axle in absolute alignment with the transmission. The latter is placed immediately in front of the differential in the center of the rear axle.

This is a far better location mechanically than if the transmission were placed near the fly-wheel since it transmits the power with the highest efficiency, distributes the weight to better advantage, reduces vibration and keeps the car steadier on the road.

The steadiness of Overland cars at high speed is remarkable and this is largely due to the location and arrangement of the transmission.

It may be said here that a similar system is employed on the costly Packard cars.



As another example of the excellent materials used throughout the car, it may be stated that chrome vanadium steel is employed in the trans-

DETAILED INFORMATION

mission instead of the 15-20 carbon used by many manufacturers.

Final
Drive

Annular ball bearings, too, are used here instead of plain bearings, with the result that the transmission revolves with the least possible friction.

Especially strong and heavy construction is used throughout these parts, so that the car will stand up and give service for many years.

Final drive is effected by shaft and bevel pinion to the rear axle. All these gears are scientifically cut by automatic machinery which cannot vary to a fraction of a hair's breadth.

The gears run in hard grease and are absolutely noiseless in operation.



All Overland cars are provided with powerful brakes, so arranged with equalizers that they exert equal pressure on each hub.

There are two external contracting brakes operated by hand lever, and two internal expanding brakes operated by the pedal. These brakes are so powerful that either set will almost instantly lock the wheels.

Brakes

HOW TO SELL AN OVERLAND

It has been demonstrated that a 50-pound push upon the service brake, for instance, will hold the car stationary on a 15 per cent grade.

* * *

Steering and Controls

Steering is effected by an irreversible system operated by a large steering wheel built up of laminated mahogany.

The usual spark and throttle controls are on a quadrant in the center of the wheel and can be operated without removing the hands from the steering wheel. An additional foot throttle pedal is provided for convenience in crowded traffic.

* * *

The wheels are of best second growth hickory thoroughly seasoned, with twelve $1\frac{3}{8}$ -inch spokes in the front wheels of Model 38 and twelve $1\frac{3}{8}$ -inch spokes in the rear wheels. The larger cars have twelve $1\frac{1}{2}$ -inch spokes in the front wheels and twelve $1\frac{1}{2}$ -inch spokes in the rear wheels.

Wheels and Tires

Detachable rims are provided on all wheels and also extra large tires.

Regular equipment will include Goodyear detachable tires. The large size of these tires is a strong point since we provide a much more liberal

DETAILED INFORMATION

equipment in this line than does any competing manufacturer.

Bodies are of sheet steel built over a strong wood frame. We make these throughout in our own factory and can thoroughly guarantee their materials and workmanship. We also trim our own bodies in our factory, using a strictly high grade of leather, which comes from the factory of the best leather maker in the country.

Bodies

The curled hair and other materials used in our upholstery, is strictly high grade and the best workmanship obtainable is employed in this department.

The seats and backs of our cars will be found especially comfortable and easy riding, and will always stay in shape.



The design of all Overland models will be found modern, graceful and attractive, as special attention has been given this point by one of the best automobile designers in the country. The lines are in accordance with good taste and modern automobile practice. The desirable straight line type of body is used in all models.

Design

HOW TO SELL AN OVERLAND

Fenders are long and gracefully patterned, and the whole car is one which makes a handsome appearance wherever it is seen.

The various models are designed particularly for the service which they are expected to perform, such details as springs, frames, bearings, etc., scientifically calculated for the weights they have to carry, and no part, however small, is employed which has not been thoroughly tested and found strong and practical for its purpose.



Finish

Overland cars are very thoroughly and carefully finished, being primed, hand rubbed, painted and varnished in successive operations in our own paint shops by the best automobile painters that we can employ.

There are all together twenty-four different operations in the paint shops on every one of our cars and our manufacturing and storing facilities are such that none of the paint work is hurried, but on the other hand plenty of time elapses between each operation so that every coat of paint is made to thoroughly dry in the natural manner, thus giving a permanent and handsome finish.

DETAILED INFORMATION

The equipment of Overland cars is unusually complete, including three oil lamps, two gas lamps, generator, horn, tools and repair kit together with high class magneto.

**Equip-
ment**

Such items as tops, wind shields, etc., may be had from the factory at exceptionally low cost as we make these articles ourselves in our own shops particularly for the benefit of Overland owners.

General Good Advice

CHAPTER XV

General Good Advice.

Keep your salesrooms bright, clean and attractive. They help to sell good cars and therefore help you.

**Clean,
Inviting
Sales-
rooms**

No one wants to go into a dirty, unattractive salesroom and be met by a slack looking salesman. Not even to get the best car on earth at the lowest price. Bright, clean salesrooms and neat, polite salesmen make a strong combination and aid in business.

Look neat and prosperous, and see that your salesrooms and salesmen carry out the part. The mere *appearance* of prosperity attracts prosperity, and vice-versa.

Keep your garage, repair shop and storeroom in the background and for these purposes alone. Remember that your salesroom is your show room and vice-versa.

Jewelry is never sold in a blacksmith shop.

Pay a little attention to your show windows.

HOW TO SELL AN OVERLAND

Keep them clean and showy and if you display anything be sure that it's something that will be attractive. Make it interesting so that people will stop and look in and see that you are selling Overland cars. Have a neat Overland sign on the window. Tires, parts of cars and plain dust and dirt are not attractive window displays.

A duster, a damp cloth and a small boy will do a lot towards keeping things clean. A few minutes of your time each day will keep a show window attractive.

Ideas From Prominent Dealers

CHAPTER XVI.

Prominent Dealers' Ideas

G. W. Shoemaker of the Southern Tier Motor Co., of Elmira, New York, says the principal points he makes are the following:

**What
One Man
Found
Out**

“First: The design and handsome appearance and finish of the car.

“Second: The fact that it has a thoroughly established design of engine and transmission which has been used for four years with no material change and is therefore not an experiment like many of the new cars which have recently come to the market.

“Third: The Company is one of the largest in the country and makes a larger proportion of its own parts than does any other Company, with the possible exception of the Packard.

“Fourth: The simplicity, positive action and freedom from trouble of the Overland foot control transmission. A child or woman or a nervous man can learn to use it in a few moments and can operate it with perfect safety, ease and freedom

HOW TO SELL AN OVERLAND

Experts Prefer the Overland Foot Control

from nervous strain. This is equally valuable to the experienced driver and I cite my own case that although I have been in the business many years and driven every kind of a car, yet I drive the Overland foot control from preference because it is so much simpler and easier handled and requires so much less attention in driving. This is particularly valuable in the case of a car to be used by women and I am making a particularly strong push on the Overland as a woman's car. They are using smaller types of cars in largely increasing numbers every year.

"The additional argument as to its smoothness of running, etc., is, of course, not overlooked.

"I am instructing my salesmen to use the expression 'Overland foot control transmission' instead of 'planetary' as I find that in this territory planetary transmission is rather looked down on as not being up-to-date. Where the term comes up in the course of the argument I simply say that the rest of the cars are drifting into the sliding gear class because they cannot make a good planetary."

* * *

PROMINENT DEALERS' IDEAS

"Many customers are obtained by friends and Overland owners 'tipping' it off to us that 'so and so' is talking of buying a car. If he is a stranger I find it takes a little care in approaching such a prospect. I get a better start by—'I have something new here I want to show you. You might possibly want a car some time and will be interested in knowing about cars in general,' than by saying, 'I understand you are in the market for a car and I want to show you, etc.' It seems that many who are just beginning to *think* car, are shy about declaring their intentions, but will hold still and listen to all you have to say if they can do so without declaring themselves in the market. Their interest ripens into desire and they finally declare themselves.

Thos.
Bass of
Farming-
ton, Ill.,
Says:

* * *

"The greatest element in selling cars I believe to be *work*. Your best proposition, your big advertising, your nice sounding engine won't sell the car without a whole lot of hard work and sticking to it. I find some people who have the means right at their fingers' end—they want a car and the Overland is their choice and yet they haven't the nerve to close up without a whole lot of 'staying

HOW TO SELL AN OVERLAND

right with them.' These people take a whole lot of *work*. They are sure sales if properly looked after, and just as sure to fall through if they are not kept right after."



"A little stunt that I use in closing with a customer who is a little inclined to haggle and wants a price on a car complete including a lot of extras, is to figure in everything he will want at a top list price and name a round figure like \$1,650, and tell him that that will cover everything but a speedometer. The chances are that he will come back at you with a proposition for you to include a speedometer, which makes a good proposition to take up.

Get the
Women
Inter-
ested

"I think we overlook getting the women interested. I find quite a number of men who want a car that are deterred from buying on account of the negative influence exerted by their wives, in fact I can trace the loss of several sales to this cause. Although this cannot always be controlled it is certain that a special effort to interest the women may turn the powerful influence to favor the sale rather than oppose it. One of the best

PROMINENT DEALERS' IDEAS

ways to interest the women is to have your wife, daughter or a young lady clerk take them out for a demonstration. Get them personally interested and let them steer the car for a little way. A little courteous attention of this kind will often win them."



O. G. Roberts, of Columbus, Ohio, makes a practice of quoting on car, top, wind-shield and other extras complete; in other words giving a lump price on a complete outfit. This has been demonstrated an excellent plan. He says he has also spared no effort to become known in his territory, as "*the man who takes care of his customers,*" and say this has been of more benefit to him than any other one factor.

The
"Lump
Price"
Idea

He says—"For instance, a few days ago a man who is known to be very exacting and difficult to deal with, bought one of our Overlands. Many people are actually afraid to deal with this gentleman—in fact he has the reputation of being rather a slippery customer.

"He had me mark down every little detail of our transaction, and asked me to sign the agree-

HOW TO SELL AN OVERLAND

ment. I did so. 'Now,' said he, 'I suppose you want me to sign this, and make a deposit.'

" 'No,' I replied, 'you are a man of your word. You have bought this car, and if when it comes you do not find it exactly as represented, you need not take it.'

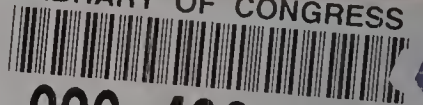
Putting
the Cus-
tomer on
His
Honor

"This put the man on his honor, and before going to his office, he went to see two different people who were figuring on buying cars.

"He told them to 'go and buy an Overland.' He said, 'If the car is not right, the agent is.' He also said—'If the agent is the kind of man he appears to be, the car *must* be good, or he would not handle it'."



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